

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Alaska Audio Tours

#### Alaska Manufacturing Extension Partnership

#### All Systems "Go" for Alaska Audio Guides

**Client Profile:**

Alaska Audio Guides is a start-up company that is launching a business to make and sell audio tours of Alaska's highways on CD's. Owner Jenny Murray assembles the product in Anchorage, Alaska for sale to tourist outlets. The company employs 1 person.

**Situation:**

During the start-up phase of Alaska Audio Guides, all of the materials had to be created from scratch. Work had to be accomplished on scripting, recording, editing, packaging design, printing, map creation and printing, product assembly, case selection and design, and pricing. Owner Jenny Murray had a clear vision of what she wanted in the product and a keen eye for recording and design, but she also wanted coaching on some business skills needed to complete her launch. Murray contacted the Alaska Manufacturing Extension Partnership (AMEP), a NIST MEP network affiliate, to seek input with the CD pressing, map printing, assembly, pricing, and distribution and marketing of her product.

**Solution:**

AMEP worked with Murray on several aspects of her business. Key elements included pricing at wholesale and retail levels, minimum order quantities and break-even analysis, case lots, product development, sales flyer, and e-commerce assistance. As a result of AMEP's assistance, Murray was able to develop a professional distribution strategy that was equal to the quality of her product.

**Results:**

\* Realized \$9,000 in cost savings.

**Testimonial:**

"AMEP's expertise has helped me start an audio guide business, including manufacturing the CD's, designing a marketing strategy, and providing advice on e-commerce. Everyone I've met at AMEP has been professional and has added a great deal of value to my product."

Jenny Murray, Owner